

ORDER



| | | |
|---------------|----------------------|----------------------|
| Orders | Order / Rev: | 696546 |
| | Alt Order #: | 06218648 |
| | Product Desc: | MCCRORY FOR GOVERNOR |
| | Estimate: | 813819 |
| | Flight Dates: | 08/13/12 - 08/19/12 |
| | Original Date / Rev: | 06/28/12 / 07/17/12 |
| | Order Type: | Political |

| | |
|---------------|----------------|
| | WFMY-TV |
| Primary AE: | Nick Welte |
| Sales Office: | T-PHI |
| Sales Region: | NAT |

| | | |
|---------------|------------------|-----------------------------------|
| Agency | Name: | Smart Media Group Inc/ POL |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 814 King Street |
| | | Alexandria, VA 22314 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | WEEKLY |
| Agency Commission: | 15% |

| | | |
|-------------------|----------------|--------------------------------|
| Advertiser | Name: | McCrory for NC Governor |
| | Demographic: | A35+ |
| | Product Codes: | PL-State/Local,PL-Governor |
| | Priority: | P-3 |
| | Revenue Codes: | AGY, GEN, POL |

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 08/13/12 | 08/19/12 | 56 | \$8,310.00 | \$7,063.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2012 | 56 | \$8,310.00 | \$7,063.50 | 0.00 |
| Totals | 56 | \$8,310.00 | \$7,063.50 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Nick Welte | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|-------------|
| WFMY-TV | 31% | \$8,310.00 |
| Market | 100% | \$26,806.45 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 1% | \$268.06 |
| WGHP | 29% | \$7,773.87 |
| WGPX | 0% | \$0.00 |
| WLXI | 0% | \$0.00 |
| WTWB | 0% | \$0.00 |
| WUNL | 0% | \$0.00 |
| WUPN | 0% | \$0.00 |
| WXII | 34% | \$9,114.19 |
| WXLV | 5% | \$1,340.32 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------|-------|-------------------|-----------------|----------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | WFMY | 08/17/12 | 08/17/12 | Late Late Show Late Late Show | CM | 1235-135a | ----F-- | :30 | 2 | \$40.00 | P-3 | 0.00 | NM | 2 | \$80.00 |
| LATE ROS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/13/12 | 08/19/12 | ----F-- | | 2 | | | | \$40.00 | | 0.00 | | | |
| E 2 | WFMY | 08/17/12 | 08/17/12 | M-F 4-5p Ellen Degeneres | CM | 4-5p | ----F-- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| ELLEN | | | | | | | | | | | | | | | |

Order / Rev: 696546
Alt Order #: 06218648
Flight Dates: 08/13/12 - 08/19/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: 813819
WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------------------|---------------------------------|-------------|-----|---------------|----------|-----|------|------|-------|----------|
| E 2 | WFMY | 08/17/12 | 08/17/12 | M-F 4-5p Ellen Degeneres | CM | 4-5p | ----F-- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 3 | WFMY | 08/17/12 | 08/17/12 | CBS This Morning CBS This Morning | CM | 8-10a | ----F-- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| EARLY SHW1-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | ----F-- | 1 | | \$80.00 | | 0.00 | | | | | | |
| E 4 | WFMY | 08/13/12 | 08/13/12 | M-F 10-11a Andy Griffith/Jepar | CM | 10-11a | M----- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| ANDY GRIFFITH | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$80.00 | | 0.00 | | | | | | |
| E 5 | WFMY | 08/13/12 | 08/13/12 | Letterman Late Night with Davi | CM | 1135-1235a | M----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| D LETTRMAN-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 6 | WFMY | 08/13/12 | 08/13/12 | Late Late Show Late Late Show | CM | 1235-135a | M----- | :30 | 2 | \$40.00 | P-3 | 0.00 | NM | 2 | \$80.00 |
| LATE ROS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 2 | | \$40.00 | | 0.00 | | | | | | |
| E 7 | WFMY | 08/13/12 | 08/13/12 | Price Is Right Price Is Right | CM | 11a-12p | M----- | :30 | 1 | \$225.00 | P-2 | 0.00 | NM | 1 | \$225.00 |
| PRICE-RT 1-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$225.00 | | 0.00 | | | | | | |
| E 8 | WFMY | 08/13/12 | 08/13/12 | M-F 4-5p Ellen Degeneres | CM | 4-5p | M----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$150.00 | | 0.00 | | | | | | |
| E 9 | WFMY | 08/13/12 | 08/13/12 | M-F 5-6a 5-6a GMS ROT | CM | 5-6a | M----- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| GOOD MRN SH 5A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$100.00 | | 0.00 | | | | | | |
| E 10 | WFMY | 08/13/12 | 08/13/12 | 530-6p Andy Griffith 530-6p Andy Griffith | CM | 530-6p | M----- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| ANDY GRIFFITH | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$350.00 | | 0.00 | | | | | | |
| E 11 | WFMY | 08/13/12 | 08/13/12 | M-F 6-8a Good Morning Show | CM | 6-8a | M----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| GOOD MRN-6-8AM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$175.00 | | 0.00 | | | | | | |
| E 12 | WFMY | 08/13/12 | 08/13/12 | CBS This Morning CBS This Morning | CM | 8-10a | M----- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| EARLY SHW1-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | M----- | 1 | | \$80.00 | | 0.00 | | | | | | |
| E 13 | WFMY | 08/18/12 | 08/18/12 | 1135-1235a Sat 1135-135a Sat | CM | 1135-135a <11:35 PM-1:35 XM> | -----S- | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 1 | \$40.00 |
| LATE ROS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | 1 | | \$40.00 | | 0.00 | | | | | | |
| E 14 | WFMY | 08/18/12 | 08/18/12 | | CM | 6-630p | -----S- | :30 | 1 | \$200.00 | P-2 | 0.00 | NM | 1 | \$200.00 |

Order / Rev: 696546
 Alt Order #: 06218648
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: 813819
WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------|------|-------------------|-----------------|---|-------|----------------------------------|---------|-----|-------------|----------|---------------|------|------|-------|----------|
| News 2 at 6 Saturday | | | | | | | | | | | | | | | |
| News 2 at 6 Saturday | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | | 1 | | | \$200.00 | | 0.00 | | | | |
| E 15 | WFMY | 08/18/12 | 08/18/12 | PA (Sa) PA (Sa) | CM | 7-8p | -----S- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | | 1 | | | \$150.00 | | 0.00 | | | | |
| E 16 | WFMY | 08/18/12 | 08/18/12 | Good Morning Show Sat Good Morning Show Sa | CM | 6-9a | -----S- | :30 | 1 | \$160.00 | P-2 | 0.00 | NM | 1 | \$160.00 |
| GMA WKND | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S- | | 1 | | | \$160.00 | | 0.00 | | | | |
| E 17 | WFMY | 08/19/12 | 08/19/12 | 1135-1235a Sun 1135-1235A Sun | CM | 1135-1235A | -----S | :30 | 1 | \$80.00 | P-3 | 0.00 | NM | 1 | \$80.00 |
| CRIMINAL MINDS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | 1 | | | \$80.00 | | 0.00 | | | | |
| E 18 | WFMY | 08/19/12 | 08/19/12 | LF (M-Su) Late Fringe | CM | 1235p-135a (12:35 XM-1:35 XM) | -----S | :30 | 2 | \$40.00 | P-3 | 0.00 | NM | 2 | \$80.00 |
| LATE ROS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | 2 | | | \$40.00 | | 0.00 | | | | |
| E 19 | WFMY | 08/19/12 | 08/19/12 | Good Morning Show Sun Good Morning Show Su | CM | 6-9a | -----S | :30 | 1 | \$160.00 | P-2 | 0.00 | NM | 1 | \$160.00 |
| GMA WKND | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | 1 | | | \$160.00 | | 0.00 | | | | |
| E 20 | WFMY | 08/19/12 | 08/19/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----S | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| CBS SUN MRNING | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | -----S | | 1 | | | \$300.00 | | 0.00 | | | | |
| E 21 | WFMY | 08/16/12 | 08/16/12 | M-F 10-11a Andy Griffith/Jepar | CM | 10-11a | ---T--- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| ANDY GRIFFITH | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | 1 | | | \$80.00 | | 0.00 | | | | |
| E 22 | WFMY | 08/16/12 | 08/16/12 | Letterman Late Night with Davi | CM | 1135-1235a | ---T--- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| D LETTRMAN-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | 1 | | | \$150.00 | | 0.00 | | | | |
| E 23 | WFMY | 08/16/12 | 08/16/12 | Late Late Show Late Late Show | CM | 1235-135a | ---T--- | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 1 | \$40.00 |
| LATE ROS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | 1 | | | \$40.00 | | 0.00 | | | | |
| E 24 | WFMY | 08/16/12 | 08/16/12 | Price Is Right Price Is Right | CM | 11a-12p | ---T--- | :30 | 1 | \$225.00 | P-2 | 0.00 | NM | 1 | \$225.00 |
| PRICE-RT 1-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | 1 | | | \$225.00 | | 0.00 | | | | |
| E 25 | WFMY | 08/16/12 | 08/16/12 | M-F 2-3p The Talk | CM | 2-3p | ---T--- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| TALK | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | ---T--- | | 1 | | | \$150.00 | | 0.00 | | | | |
| E 26 | WFMY | 08/16/12 | 08/16/12 | | CM | 5-530p | ---T--- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |

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Flight Dates: 08/13/12 - 08/19/12

Advertiser: McCrory for NC Governor
Product Desc: MCCRORY FOR GOVERNOR
Estimate: 813819
WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|--|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| NEWS 2 AT 5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$350.00 0.00 | | | | | | | | | | | | | | | |
| E 27 | WFMY | 08/16/12 | 08/16/12 | M-F 5-6a 5-6a GMS ROT | CM | 5-6a | ---T--- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| GOOD MRN SH 5A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$100.00 0.00 | | | | | | | | | | | | | | | |
| E 28 | WFMY | 08/16/12 | 08/16/12 | 530-6p Andy Griffith 530-6p Andy Griffith | CM | 530-6p | ---T--- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| ANDY GRIFFITH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$350.00 0.00 | | | | | | | | | | | | | | | |
| E 29 | WFMY | 08/16/12 | 08/16/12 | M-F 6-8a Good Morning Show 6a | CM | 6-8a | ---T--- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| GOOD MRN-6-8AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$175.00 0.00 | | | | | | | | | | | | | | | |
| E 30 | WFMY | 08/16/12 | 08/16/12 | CBS This Morning CBS This Morning | CM | 8-10a | ---T--- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| EARLY SHW1-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$80.00 0.00 | | | | | | | | | | | | | | | |
| E 31 | WFMY | 08/14/12 | 08/14/12 | M-F 10-11a Andy Griffith/Jepar | CM | 10-11a | -T----- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| ANDY GRIFFITH <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$80.00 0.00 | | | | | | | | | | | | | | | |
| E 32 | WFMY | 08/14/12 | 08/14/12 | Letterman Late Night with Davi | CM | 1135-1235a | -T----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| D LETTRMAN-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$150.00 0.00 | | | | | | | | | | | | | | | |
| E 33 | WFMY | 08/14/12 | 08/14/12 | Late Late Show Late Late Show | CM | 1235-135a | -T----- | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 1 | \$40.00 |
| LATE ROS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$40.00 0.00 | | | | | | | | | | | | | | | |
| E 34 | WFMY | 08/14/12 | 08/14/12 | Price Is Right Price Is Right | CM | 11a-12p | -T----- | :30 | 1 | \$225.00 | P-2 | 0.00 | NM | 1 | \$225.00 |
| PRICE-RT 1-CBS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$225.00 0.00 | | | | | | | | | | | | | | | |
| E 35 | WFMY | 08/14/12 | 08/14/12 | M-F 2-3p The Talk | CM | 2-3p | -T----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| TALK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$150.00 0.00 | | | | | | | | | | | | | | | |
| E 36 | WFMY | 08/14/12 | 08/14/12 | M-F 4-5p Ellen Degeneres | CM | 4-5p | -T----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$150.00 0.00 | | | | | | | | | | | | | | | |
| E 37 | WFMY | 08/14/12 | 08/14/12 | News 2 at 5 News 2 at 5 | CM | 5-530p | -T----- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| NEWS 2 AT 5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$350.00 0.00 | | | | | | | | | | | | | | | |
| E 38 | WFMY | 08/14/12 | 08/14/12 | | CM | 5-6a | -T----- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |

Order / Rev: 696546
 Alt Order #: 06218648
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: 813819
WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| | | | | M-F 5-6a | | | | | | | | | | | |
| | | | | 5-6a GMS ROT | | | | | | | | | | | |
| | | | | GOOD MRN SH 5A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | | | 1 | \$100.00 | | 0.00 | | | |
| E 39 | WFMY | 08/14/12 | 08/14/12 | 530-6p Andy Griffith | CM | 530-6p | -T----- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | | | 530-6p Andy Griffith | | | | | | | | | | | |
| | | | | ANDY GRIFFITH | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 40 | WFMY | 08/14/12 | 08/14/12 | M-F 6-8a | CM | 6-8a | -T----- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | | | Good Morning Show | | | | | | | | | | | |
| | | | | GOOD MRN-6-8AM | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | | | 1 | \$175.00 | | 0.00 | | | |
| E 41 | WFMY | 08/14/12 | 08/14/12 | CBS This Morning | CM | 8-10a | -T----- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| | | | | CBS This Morning | | | | | | | | | | | |
| | | | | EARLY SHW1-CBS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -T----- | | | | | 1 | \$80.00 | | 0.00 | | | |
| E 42 | WFMY | 08/15/12 | 08/15/12 | M-F 10-11a | CM | 10-11a | --W---- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| | | | | Andy Griffith/Jepar | | | | | | | | | | | |
| | | | | ANDY GRIFFITH | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$80.00 | | 0.00 | | | |
| E 43 | WFMY | 08/15/12 | 08/15/12 | Letterman | CM | 1135-1235a | --W---- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | | | Late Night with Davi | | | | | | | | | | | |
| | | | | D LETTRMAN-CBS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 44 | WFMY | 08/15/12 | 08/15/12 | Late Late Show | CM | 1235-135a | --W---- | :30 | 2 | \$40.00 | P-3 | 0.00 | NM | 2 | \$80.00 |
| | | | | Late Late Show | | | | | | | | | | | |
| | | | | LATE ROS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 2 | \$40.00 | | 0.00 | | | |
| E 45 | WFMY | 08/15/12 | 08/15/12 | Price Is Right | CM | 11a-12p | --W---- | :30 | 1 | \$225.00 | P-2 | 0.00 | NM | 1 | \$225.00 |
| | | | | Price Is Right | | | | | | | | | | | |
| | | | | PRICE-RT 1-CBS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$225.00 | | 0.00 | | | |
| E 46 | WFMY | 08/15/12 | 08/15/12 | M-F 2-3p | CM | 2-3p | --W---- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| | | | | The Talk | | | | | | | | | | | |
| | | | | TALK | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 47 | WFMY | 08/15/12 | 08/15/12 | M-F 4-5p | CM | 4-5p | --W---- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| | | | | Ellen Degeneres | | | | | | | | | | | |
| | | | | ELLEN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 48 | WFMY | 08/15/12 | 08/15/12 | News 2 at 5 | CM | 5-530p | --W---- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |
| | | | | News 2 at 5 | | | | | | | | | | | |
| | | | | NEWS 2 AT 5 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 49 | WFMY | 08/15/12 | 08/15/12 | M-F 5-6a | CM | 5-6a | --W---- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| | | | | 5-6a GMS ROT | | | | | | | | | | | |
| | | | | GOOD MRN SH 5A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | --W---- | | | | | 1 | \$100.00 | | 0.00 | | | |
| E 50 | WFMY | 08/15/12 | 08/15/12 | | CM | 530-6p | --W---- | :30 | 1 | \$350.00 | P-2 | 0.00 | NM | 1 | \$350.00 |

Order / Rev: 696546
 Alt Order #: 06218648
 Flight Dates: 08/13/12 - 08/19/12

Advertiser: McCrory for NC Governor
 Product Desc: MCCRORY FOR GOVERNOR
 Estimate: 813819

WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------|------|-------------------|-----------------|------------------|-------|----------------|-------------------|-----|-------------|----------|-----|---------------|--------|-------|------------|
| 530-6p Andy Griffith | | | | | | | | | | | | | | | |
| 530-6p Andy Griffith | | | | | | | | | | | | | | | |
| ANDY GRIFFITH | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -- W- - - - | | | 1 | | \$350.00 | | | 0.00 | | | |
| E 51 | WFMY | 08/15/12 | 08/15/12 | M-F 6-8a | CM | 6-8a | -- W- - - - | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| Good Morning Show | | | | | | | | | | | | | | | |
| GOOD MRN-6-8AM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -- W- - - - | | | 1 | | \$175.00 | | | 0.00 | | | |
| E 52 | WFMY | 08/15/12 | 08/15/12 | CBS This Morning | CM | 8-10a | -- W- - - - | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |
| CBS This Morning | | | | | | | | | | | | | | | |
| EARLY SHW1-CBS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | -- W- - - - | | | 1 | | \$80.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 56 | \$8,310.00 |